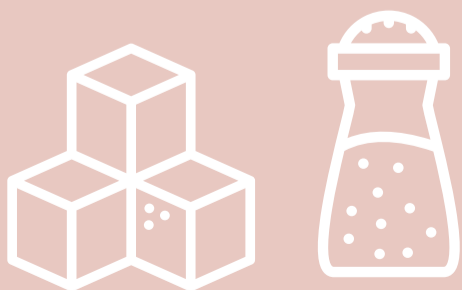


Less-salt-and-sugar Restaurants Scheme

—— Reduction of Salt and Sugar in Food Campaign ——



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1. Participating in the Less-salt-and-sugar Restaurants Scheme

1.1 Hongkongers' Healthy Dietary Culture

Healthier dietary habit and lifestyle is becoming more prevalent worldwide in recent years, and this culture is flourishing in Hong Kong too. According to the “Hong Kong Consumers’ Health Conscious: Enjoyment in a Practical Way” reported by Nielsen, the British data and measurement firm in April 2018, more than 50% of consumers are health-conscious and would proactively take measures to maintain their wellbeing. These findings indicate that Hongkongers nowadays are becoming more concerned about the nutritional value of their food, which presents a great market potential for restaurants to provide healthier dishes.

According to the research done by the Centre for Social Policy Studies of The Hong Kong Polytechnic University under the theme of “Hong Kong People’s Dining Out Habits and Lifestyle”, Hongkongers dine out at an average of 4.2 days per week, which reveals that healthy options offered by restaurants could create a great impact on Hongkonger’s eating habits and play an important part in improving the wellbeing of the general public.

1.2 Hongkongers' Dietary Habits and Consequences

According to the Population Health Survey done by The Department of Health in 2014-15, the number of people suffering from hypercholesterolaemia, hypertension and diabetes mellitus surged to five million over the past decade. These common chronic diseases are closely related to unhealthy diets, such as excessive intake of sodium and sugar in food. Excessive intake of salt may increase the risk of hypertension, fatal stroke and coronary heart disease. Meanwhile, excessive intake of sugar may lead to obesity and dental caries, while obesity will increase the risk of hypertension, heart disease and diabetes mellitus. As such, changing dietary habits of Hongkongers can fundamentally alleviate health problems in our society and relieve pressure on the local healthcare system in the long run.

1.3 About the “Reduction of Salt and Sugar in Food Campaign”

Reducing intake of salt and sugar in our diets is the key to good health. To promote a new less salt and less sugar dietary culture and lifestyle in Hong Kong and encourage the public to adopt a healthier dietary habit in daily lives, the **Environment and Ecology Bureau**, the Centre for Food Safety (CFS) of the Food and Environmental Hygiene Department, and the Committee on Reduction of Salt and Sugar in Food (CRSS) jointly launched a series of publicity activities under the theme of “Reduction of salt and sugar in food” in recent years. Through tripartite collaboration between the Government, the public and the food trade, we hope to achieve the campaign goal of “reduction of salt and sugar in food”, with the ultimate objective of reducing morbidity and mortality rates of chronic diseases.

1.4 Goal of “Reduction of Salt and Sugar in Food Campaign”

Through encouraging restaurants to offer less salt and less sugar choices for customers, we hope to change Hongkongers' dietary habits for the better. We also believe that less-salt-and-sugar dishes can be made tasty with culinary skills and careful selection of ingredients.

2. Details of Less-salt-and-sugar Restaurants Scheme

We now cordially invite you to participate in the the Less-salt-and-sugar Restaurants Scheme by offering less salt and / or less sugar dishes or less salt and / or less sugar options. We endeavour to join hands with you to promote a less-salt-and-sugar dietary culture in Hong Kong.

How to join?

- Your restaurant may join the Scheme in the following ways:
 1. By providing at least 3 tailor-made less salt and / or less sugar dishes for customers
 - ✓ You would need to provide recipes for our agreement before launching; and
 - ✓ You would need to specify the amount of salt / sugar reduced in each dish (see Supplementary Information) .
- OR**
2. By providing less salt and / or less sugar options for customers upon request for all or some of the dishes in the menu
 - ✓ You would need to specify the amount of salt / sugar reduced (see Consent Form).

Other Details

- Participating restaurants shall support us in promoting less salt and / or less sugar dishes, in the ways of:
 - ✓ Explaining to frontline staff regarding the Scheme and encouraging them to proactively recommend the less salt and / or less sugar dishes to customers; and
 - ✓ Displaying the following labels on the menu.



- ✓ Displaying the following label at front door or in a visible spot of the premise and providing us with a record of such in the form of digital images.



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- Relevant labels and stickers would be provided by the Environment and Ecology Bureau. More than 260 restaurant brands (around 1,100 outlets) have already participated in this Scheme. The Full list can be found on the Environment and Ecology Bureau Official Website and in OpenRice platform.
- Participating restaurants would need to fill in a consent form.

3. Expected Benefits

To encourage participation in the Scheme, the Environment and Ecology Bureau will provide multiple promotion opportunities to participating restaurants, including:

- Restaurants' names to appear on official websites and platforms, including:
 - Environment and Ecology Bureau's Official Website
 - OpenRice's page on "Salt & Sugar Reduction Restaurants"
- - Mainstream media coverage
- Social media exposure, such as
 - Hong Kong's Action on Salt and Sugar Reduction Facebook Page and Instagram
 - All related platforms
- Opportunities to participate in publicity events

In summary, your support and participation in the Less-salt-and-sugar Restaurants Scheme would help promote a culture of healthy eating with reduced salt and sugar intake among the public while attracting health-conscious diners' visit, thereby building up a care-for-your-customer brand image of your restaurant. We sincerely invite you to join hands with us to promote a healthier Hong Kong.

For more information, please visit:



Facebook :

<https://www.facebook.comHongKongsActiononSaltandSugarsReduction/>



Instagram :

<https://www.instagram.com/hkassr/>

Annex 1 – An example of less salt and / or less sugar dish

Dish 1	
Dish Name:	Yang Chou Fried Rice
Dish Ingredients:	Cauliflower, Green beans, Mushrooms, Carrots
Amount of salt and sugar reduced:	1/3 salt reduced or 2.5 g of salt reduced
Less salt and sugar recipe:	Cooked with vegetables that are high in fiber and rich in nutrients as well as offering a refreshing taste

Sure!!!



Let's register!